

Nelson's Journey

bringing back smiles to bereaved children

Fundraising pack



#bringingbacksmiles



Every 22 minutes a child in Britain is bereaved of a parent*

For every death by illness, road traffic collision, drug misuse, disaster, suicide and murder that you hear about, there are related families and children that need support

Our vision is of a Norfolk where no bereaved child has to cope alone with their loss and have the support they need to move forward positively with their lives

- Nelson's Journey

Nelson's Journey is a Norfolk based charity that supports children and young people ages 0 -17 years inclusive that have experienced the death of a significant person in their life. We aim to improve the emotional well being of the children in a variety of ways including therapeutic residential weekends, therapeutic 1:1 work; as well as guidance and education to parents, carers and professionals

We supported Harry, following the death of his Grandad, He said, "They let me do things in my own time. They never rushed me. Or made me feel like I was silly. They listened. They gave me hope. And I looked forward to going to anything they did. I mattered again like I did to my Grandy. And most of all they gave me my smile back."

Every penny which we raise is invested back into Norfolk., we are a charity that is available to support every bereaved children and family withing the county



Nelson's Journey
bringing back smiles to bereaved children

www.nelsonsjourney.org.uk
www.virginmoneygiving.com/charities/nj

THANK YOU for SUPPORTING Norfolk's bereaved children & young people

As you may already know, we are a Norfolk charity supporting children & young people living in our county that have experienced the death of a significant person in their life.

We hope this fundraising pack supports you through your challenges and ideas. Inside you'll find hints and tips to consider when planning, information posters and sponsor forms to print, plus find out how you're helping Norfolk's bereaved children & young people.



If you would like to seek publicity around your fundraising event then we would love to hear from you. We make use of Facebook, Twitter and Instagram, we are happy to promote events that support us, so please copy us in on your social media mentions and add in our **#BringingBackSmiles** too!

We can support you through writing a press release, just contact us on **enquiries@nelsonsjourney.org.uk** equally, we are very happy to include a quote in a press release you have written yourself.

The press love a photo to stand out, so remember to include a photo that is a good quality and size. Your press release and photos can be sent to **NewsDesk@archant.co.uk**

If you have any further questions about our charity or fundraising then please contact our fundraising team. Don't forget you can photocopy the pages in this pack or download them from our website www.nelsonsjourney.org.uk

Thank you for your support!

From everyone at Nelson's Journey



www.nelsonsjourney.org.uk
www.virginmoneygiving.com/charities/nj



Hints & tips

on what to consider when planning a fundraising activity

1. DATE & VENUE

When and where will you hold your fundraiser? Book any venue or equipment needed. If it is a community event, a weekend or school holiday could be advisable, if it is a work place event when will most people be in the office?

2. TIME TO DECIDE ON A THEME

Decide what to do. Whatever theme you choose make it fun and easy to participate in, the easier it is the more people will hopefully support you. Use our enclosed fundraising ideas to inspire you.

3. MAKING MONEY

Setting yourself a realistic fundraising target can help motivate you and others to raise as much money as possible. Get sponsored, ask family, friends and colleagues to sponsor you. Set-up an online fundraising page to make raising money easier – such as Virgin Money Giving and let Nelson's Journey know about your web-page (contact details on the back of this pack). Please do not collect money from door to door – this is illegal.

4. GIFT AID IT

Don't forget to ask for Gift Aid as it means more money goes to our charity. *For every £1 donated, we will get an additional 25p.*

5. PROMOTE YOUR EVENT

Use posters, emails, Facebook and Twitter, request to put an article in your community magazine, photocopy the enclosed press release and send it to your local paper and radio station to publicise your event.

6. WHO ELSE CAN SUPPORT YOUR FUNDRAISING

Find out if your company will match the money you raise. There may be local businesses in your area that could offer support with raffle prizes, refreshments or displaying information about your event.

7. KEEP IT SAFE

Charity fundraising is regulated by law. Please ensure you follow the enclosed guidance.

8. COLLECT DONATIONS FROM YOUR GUESTS

People like to know where their money is going so why not tell them as you collect donations.



How your money helps

On 31st October 2014 my wife, Max and Izzy's mum, Victoria passed away while we were on holiday in Florida. We had enjoyed the holiday of a life time for 14 days but on our last day Victoria collapsed at 6.30am. She was pronounced dead at 7.43am at Celebration Hospital. She died of Viral Myocarditis which stopped her heart.

Shock is the only word I can use to explain what the next couple of days was like. We had to stay in Florida while Victoria was seen to. Explaining this to Max and Izzy was hard enough let alone being in America with no family or friends support.

At this point becoming a single parent to my 8 year old daughter and 16 year old stepson was overwhelming to say the least.

On our return to the UK without Victoria our nightmare had already begun.

Being in shock, I can't seem to remember how we came to know about Nelson's Journey. But I then received a phone call from Adam. I'm struggling to put into words how at ease he made me feel while talking about what had happened.

Izzy has been away with Nelson's Journey to Hilltop Outdoor Centre. She was scared to begin with but by the time I collected her she didn't want to come home. Talking about her mum's death with strangers seemed to help. This group of people were unbelievable in every way possible.

Being that much older Max visited Adam a few times to simply have a chat. The feedback I received back from Max was very positive with what he was dealing with in a teenager's mind.

Victoria's mum, Carol, her sister Lisa and niece Charlotte have also visited Nelson's Journey with Max and Izzy for their own support. Which proves to me that Nelson's Journey covers every family member not just the children directly affected or spouse.

Adam phoned every few month's just to check how things were. Their caring nature is something I can't put into words. You aren't judged, an opinion isn't given and you're just made to feel normal.

As time passed I realised that keeping Victoria's memory alive become more important to me. Since 2015 we've raised money by holding the Victoria Hawkins memorial netball tournament and Victoria's festival.



Keep it safe guidelines

Charity fundraising is regulated by law.

Please ensure you follow this guidance.

Street collections

If you plan to do a collection in the street you need to obtain a license from the local authority. This is a popular method of fundraising and so you need to apply for a license well in advance. If you wish to collect on a private property such as a shopping centre you must receive permission from whoever is responsible for it.

Raffles

Small raffles held as part of a larger event are acceptable as long as tickets sales and the announcing of results takes place during the event and there are no cash prizes.

Larger raffles are where tickets are sold over a period of time before the draw takes place. This type of raffle must be registered with your local authority. A named promoter should be nominated to take responsibility for the raffle. If ticket sales exceed £20,000 you must register with the Gaming Board.

For more guidance please check the rules with your local authority or the Gambling Commission.

Alcohol

A license will be required if you are selling alcohol at your event. This issue can be avoided if you hold your event within licensed premises or by asking a local pub to organise a bar at your venue.

Food

Food safety laws apply when food is available, whether it is being sold or not. You should be aware of this and follow food hygiene guidelines which will be available from your local authority environmental health department.

Risk Assessment

You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk).

Nelson's Journey branding

All of your fundraising should make it clear that you are fundraising on our behalf, but that you do not represent our charity. You **MUST** include our charity name and the wording 'A registered charity' on all posters and advertisements that invite people to participate. Please contact Nelson's Journey for guidelines and permission to use our charity logo.

Transfer of funds

All funds collected should be sent to the charity within 4 weeks of collection. Expenses must not be deducted from the sums collected unless you have approved this with us and provided us with a receipt.



Ideas to inspire you

Something thinking of an event to do that will raise money can be quite a challenge. Here are some ideas that may inspire you, from our 'Little book of Big Ideas'

Fundraising IDEAS

Hold a BAKE OFF event, charge people to enter and give the winner a trophy with a title or a certificate. Why not sell your cakes afterwards to add even more money to your fundraising pot. Don't forget you can get involved in our Purple Picnic week in June each year, this idea fits in well with the fundraising week!

#NJPurplePicnic



Smartie Challenge

Fill a Smartie tube up with £1 coins, EACH TUBE HOLDS around £27 you could ask your friends and family to do the same and watch your fundraising total rise! The added bonus to this fundraiser is the smarties need to be eaten before you can fill up the tube! YUM!

Kicking it off

Hold a football tournament. Get teams together to showcase their best football skills and charge per team for entry, perhaps get trophies for the winning team and hold a celebration afterwards when you can have celebratory drinks at the local football club, add a collection bucket at the bar for people to throw change into... every bit helps!

Sponsored Walk

Take part in a SPONSORED WALK, there are lots around to join in with and a lovely way to see places and meet new people!

Quiz Master

Hold a QUIZ AND CHIPS NIGHT at your local hall, pub or hotel, charge for ticket entries and request local companies to donate a prize for the winner! Perhaps the venue you hold it with will offer a voucher to you?



For your own copy of our 'Little Book of Big Ideas' contact our fundraising team on

enquiries@nelsonsjourney.org.uk

Thinking of doing a **WALK, CYCLE OR RUNNING** challenge? Get in touch to request a specific **sporting fundraising pack**

Nelson's Journey
bringing back smiles to bereaved children

www.nelsonsjourney.org.uk

www.virginmoneygiving.com/charities/nj

Feedback from children, young people & family members

"Nelson's Journey supported me after my Grandad died, which made me hit an all time low.

If it wasn't for them I really don't know where I'd be today."

"I didn't want to tell my Mum how much I **hurt** because I didn't want to upset her. I couldn't tell anyone else how **scared** I was.

Nelson's Journey **listened**.
They gave me **hope**.
I mattered again.
And most of all they gave me my **smile** back."

"I am a very confident girl, which I was never back before I attended the Nelsons Journey weekend. Losing my Dad was the hardest time of my life, but with the help of Nelson's Journey I got the comfort and support needed to cope with this traumatic time."

"He is focused in his work & he is not as sensitive as he was last year."

"At some points I was lost myself, having you help James, helped me too"

What your donations could fund

£2 could fund a memory jar. Children rub coloured chalk into salt use to fill up their memory jar. Each colour represents a different memory of their special person e.g. "blue for mummy's eyes" or "red for how much I loved her"



£6 could fund a teddy bear for a bereaved child or young person



£10 could fund a worry eater, these are used to support children with anxieties following a bereavement

£20 could fund a selection of bereavement work books for children



£50 could fund a wide range of resources for our Child Bereavement Support Workers to use during 1:1 support sessions including Memory Box, art and craft materials, therapeutic work books, Memory Bear etc.

£248 could fund a place for a bereaved young person to attend a therapeutic weekend

£522 could fund an assessment of a child's bereavement needs, attendance on a therapeutic weekend and 1:1 follow up work



Supporter Press Release

Date of event:

Event name:

Name of fundraiser/s:

For further information contact:

Hopes to raise/has raised £ for children's charity Nelson's Journey
by (eg cake sale, sky dive, 3 peaks challenge etc):

Fundraiser explains (ie More information about your event. Why you chose to raise money for Nelson's Journey? Why choose this type of fundraising event?) *continue on a separate sheet of paper if required.*

Notes to the editor

The online sponsorship page (eg Virgin Money Giving, Justgiving) for:
is:

About Nelson's Journey

Nelson's Journey is a registered charity providing a service for children and young people aged 0-17 years inclusive, living in Norfolk, who have experienced the death of a significant person in their life. We aim to improve the emotional wellbeing of bereaved children by: increasing their confidence and self belief, providing education about the causes of death and enabling families to talk openly about their bereavement. We also provide opportunities to remember those who have died and help children to express and understand their emotions. Nelson's Journey endeavours to 'Bring back smiles to bereaved children. For further details about the charity please contact Nelson's Journey on 01603 431788.

YOUR DETAILS

Name:

Telephone:

Email:



www.nelsonsjourney.org.uk





Come to our
fundraiser

Nelson's
Journey

Event details



When

Where

Contact

Nelson's Journey is a Norfolk charity that supports children and young people aged 0-17 years inclusive, living in the county, that have experienced the death of a special person in their life. The charity provides a range of therapeutic services helping children and young people to remember the person who has died, express their feelings and emotions and talk more openly about their experience.

CONTACT



@nelsonsjourney



facebook.com/nelsonsjourney.norfolk



01603 431788

www.nelsonsjourney.org.uk

enquiries@nelsonsjourney.org.uk



Gift Aid It

If you pay UK tax* and tick the Gift Aid box the government will give us 25% on top of your donation. It won't cost you a penny! Remember to put your full name and home address and tick below so we can claim Gift Aid.

[illegible]

*** Gift Aid Information for Sponsors:**

You will need to have paid UK Income/ or Capital Gains Tax this year at least equal to the 25% Comic relief, and any other charities or Community Amateur Sports Clubs (CASCs), will claim on your donations. Council tax and VAT do not count for Gift Aid purposes.

Total raised:

Thank you

The money you have raised will contribute towards the support services we are able to offer bereaved children and young people. We are extremely reliant on donations from the local community to continue operating our service, we could not do this without you.



How to send us your fundraising money

Thank you for raising funds for Nelson's Journey, we are extremely reliant on donations from the local community enabling us to continue offering our services. The money you have raised will help us to continue supporting bereaved children.

Please find below your paying in slip, please complete with all requested details and forward to Nelson's Journey together with your fundraising cheque.

Name:

Address:

Post Code:

Email:

Fundraising Event:

Event Date:

Total Collected: £

Checklist

Please send the following to the Nelson's Journey office as soon as possible:

1. Completed paying-in form (this page)
2. All sponsorship forms (so we can claim gift aid)
3. Cheque(s) made payable to Nelson's Journey for the money raised, with your name and address on the back (if you receive cash, or cheques made payable to yourself, please bank them and write a cheque to Nelson's Journey).

Send your completed forms to:

Nelson's Journey
Bradbury Building - Smiles House
Octagon Business Park
Hospital Road
Little Plumstead
NR13 5FH



www.nelsonsjourney.org.uk
www.virginmoneygiving.com/charities/nj





Tel: 01603 431788

Fax: 01603 304873

www.nelsonsjourney.org.uk

enquiries@nelsonsjourney.org.uk

Nelson's Journey
Bradbury Building - Smiles House
Octagon Business Park
Hospital Road
Little Plumstead
NR13 5FH

Facebook:/nelsonsjourney.norfolk

Twitter@nelsonsjourney

Instagram@nelsons_journey

**Nelson's
Journey**
bringing back smiles to bereaved children

#BringingBackSmiles

Nelson's Journey is a Charitable Incorporated Organisation;
Registered Charity 1170605

